



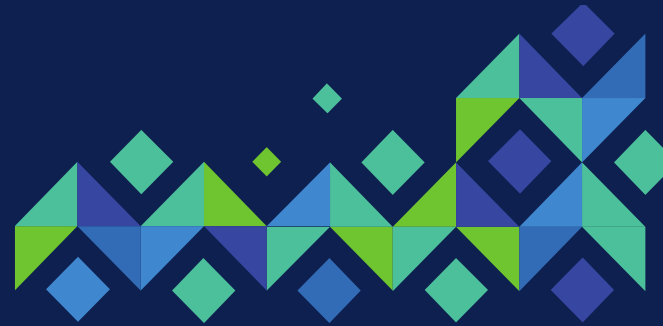
**Support to an Enabling Business Environment for MSMEs Development & Financial Inclusion**



**Monitoring the programme's impact: facts, figures, perceptions**

**Maria Dobi**

**September 14th, 2023**



# How do we monitor?



1. Programme's own M&E data
2. Survey of MED MSME ecosystem



# MSME POLICIES

39

TECHNICAL ASSISTANCE  
MISSIONS



NATIONAL ROADMAPS

6

Access to Finance

6

Internationalisation

## RECOMMENDATIONS



45

for National MSME Development



28

for UfM Workplan

Internationalisation

Access to Finance

15

13

## EVENTS

**149** INSTITUTIONS MOBILISED



POLICY DIALOGUE EVENTS

**24**

→ National

Regional ←

**10**

IN-PERSON REGIONAL EVENTS

**93 %**

Satisfaction  
rate



WGs on ...

Access to Finance

148 participants 

49 % women ♀

51 % men ♂

Internationalisation

147 participants 

52 % women ♀

48 % men ♂

## COMMUNICATION AND VISIBILITY

**150,000** VIEWS OF OUR  
PROJECT WEBSITE



VIEWS ON  
SOCIAL MEDIA

**22,000**

**970**



KNOWLEDGE  
PRODUCTS  
AND POSTS



YOUTUBE  
VIDEOS

**11** INFOSHEETS



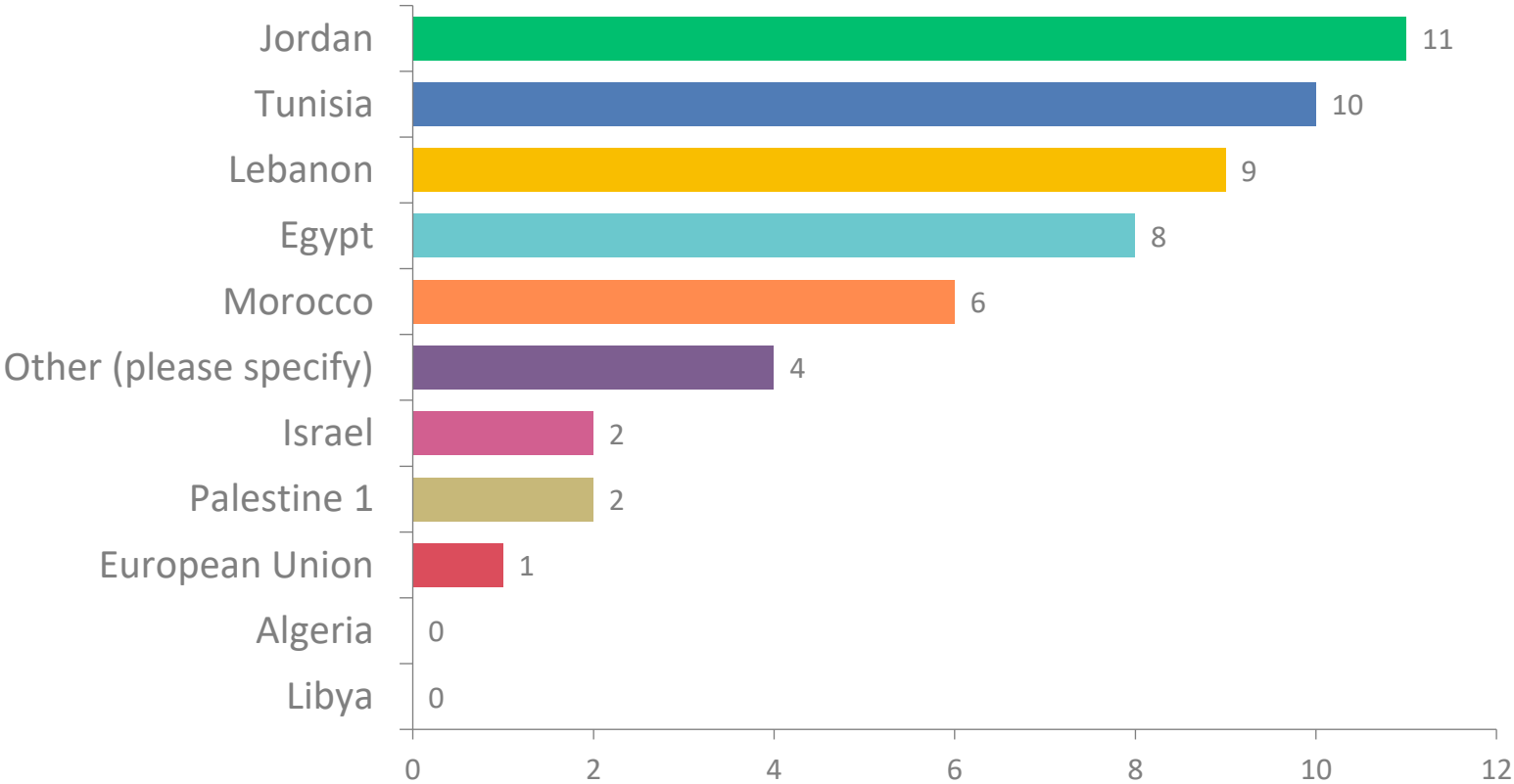
# What do YOU think about the programme?

Survey of MED MSMEs' ecosystem was launched in summer 2023 to find out.

53 responses received.

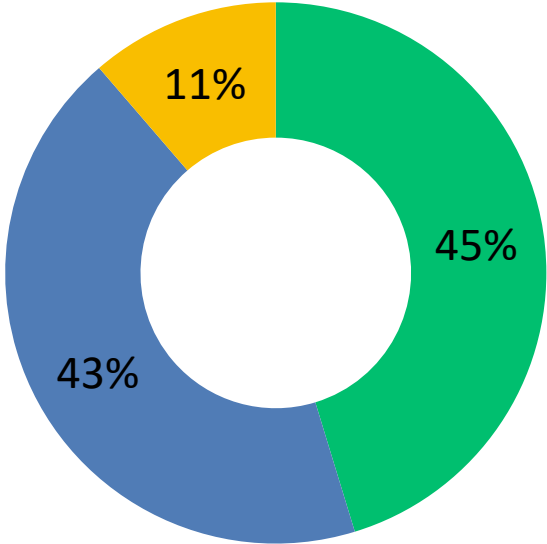


# Profile of respondents: country of work



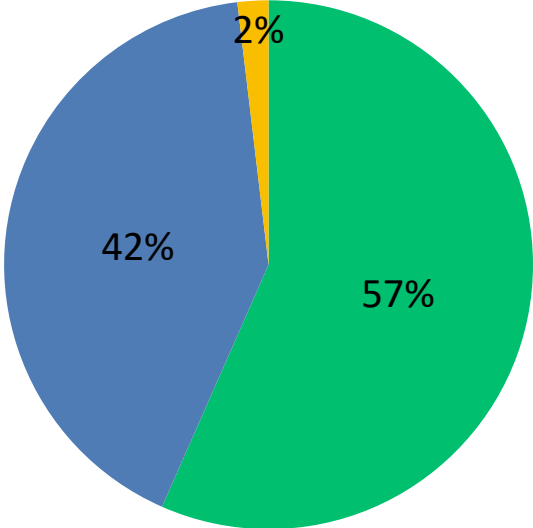
# Profile of respondents

Sector of work



- Public sector
- Private sector
- Civil society

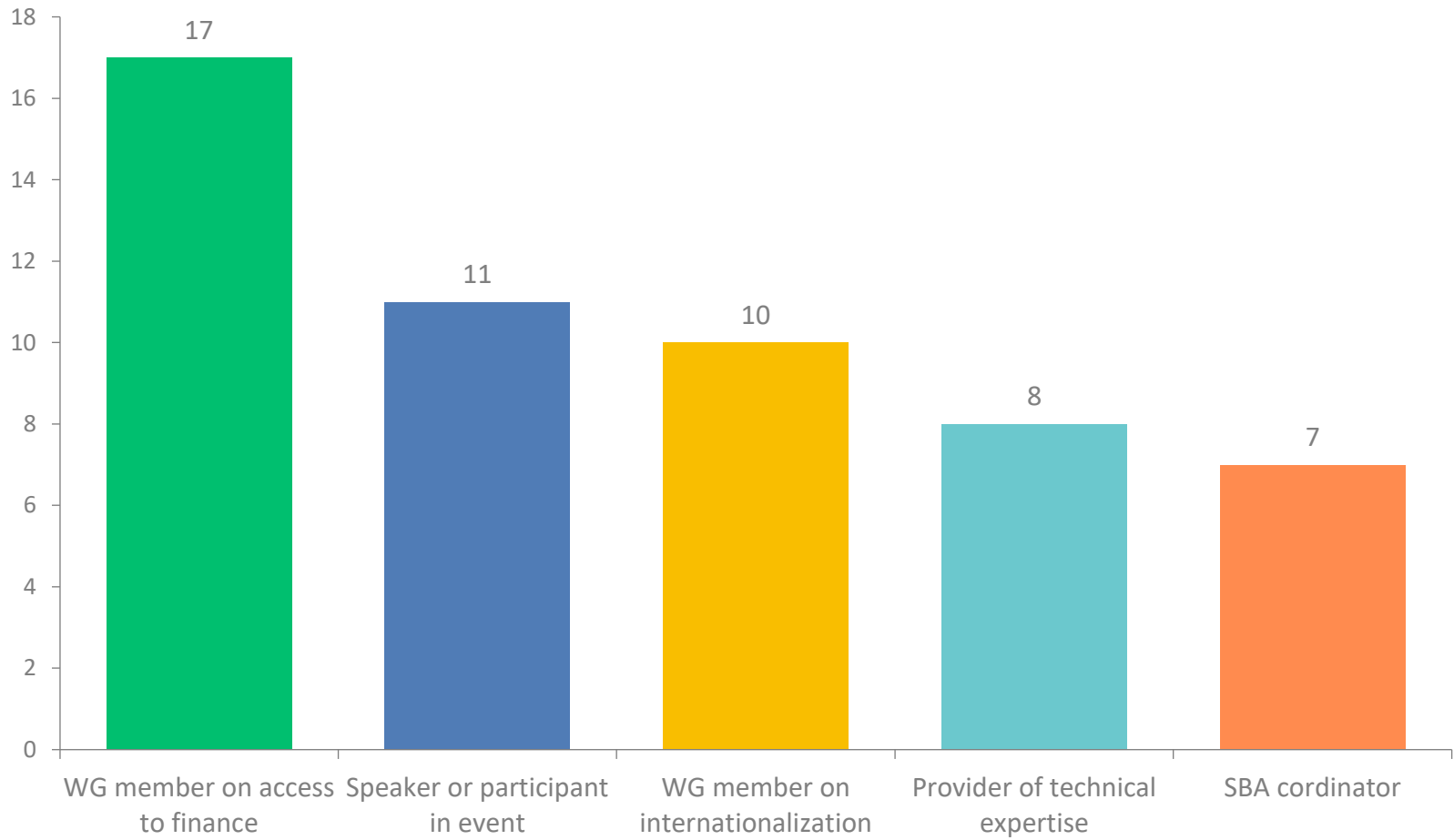
Gender



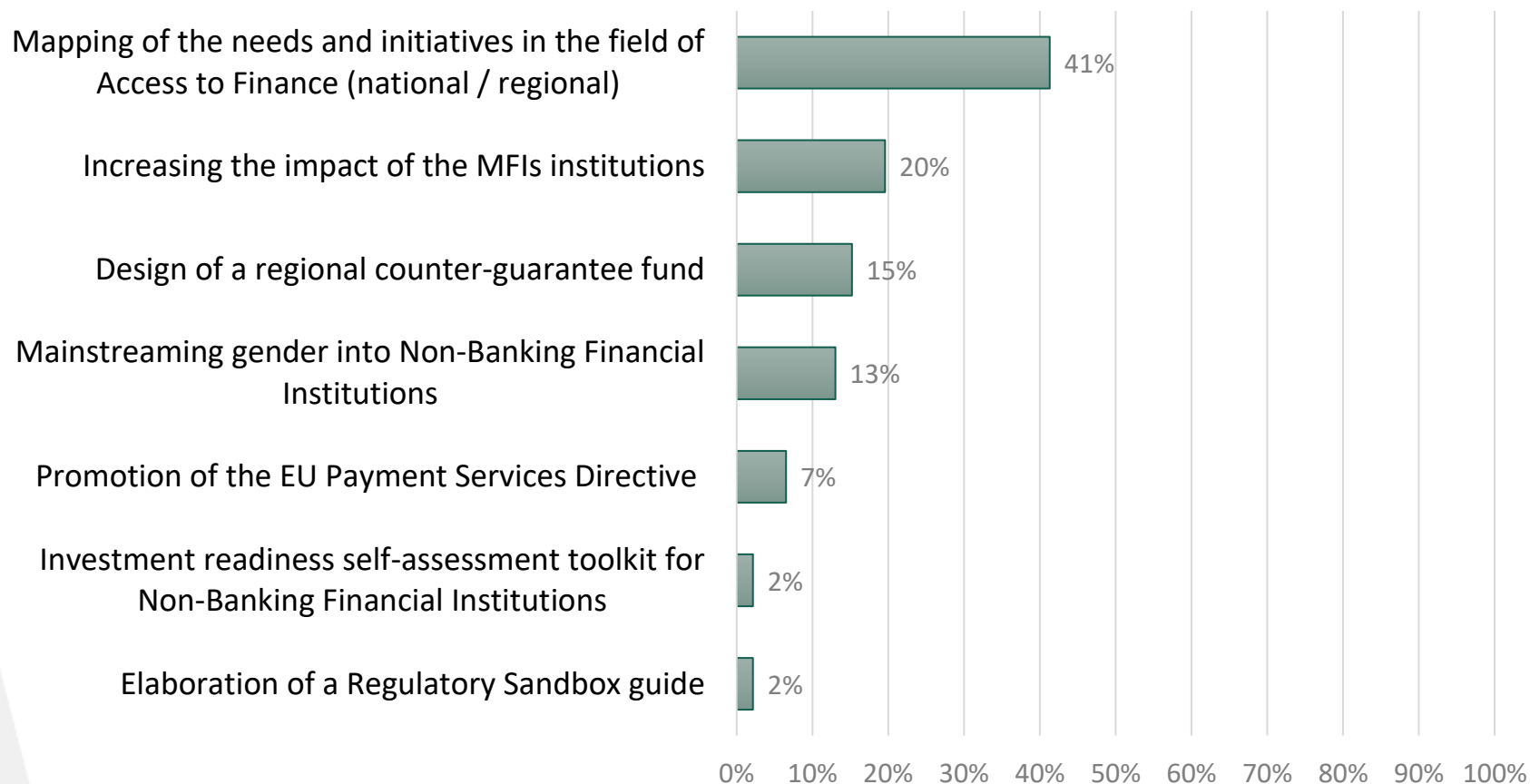
- Male
- Female
- Prefer not to answer



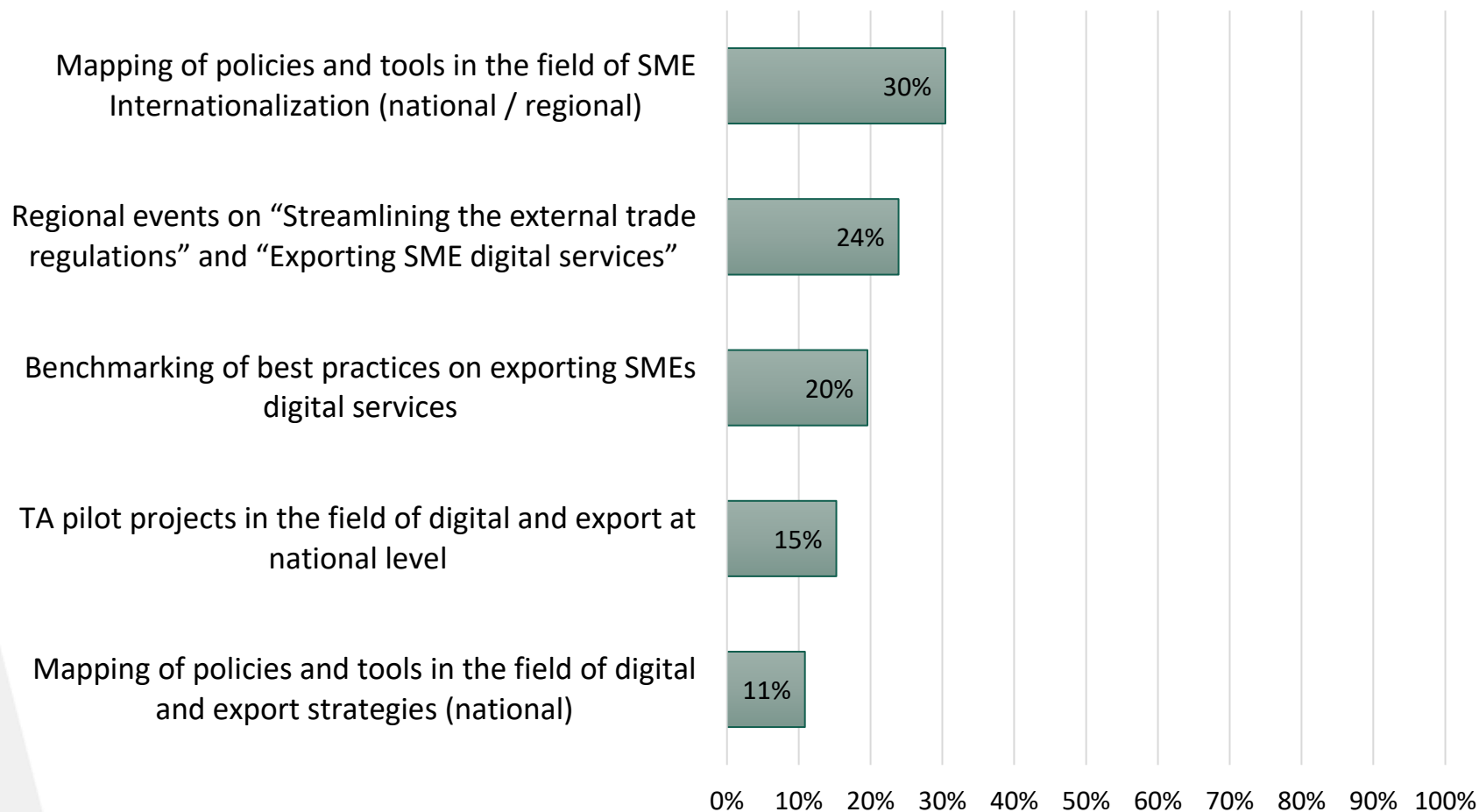
# Profile of respondents: role in the programme



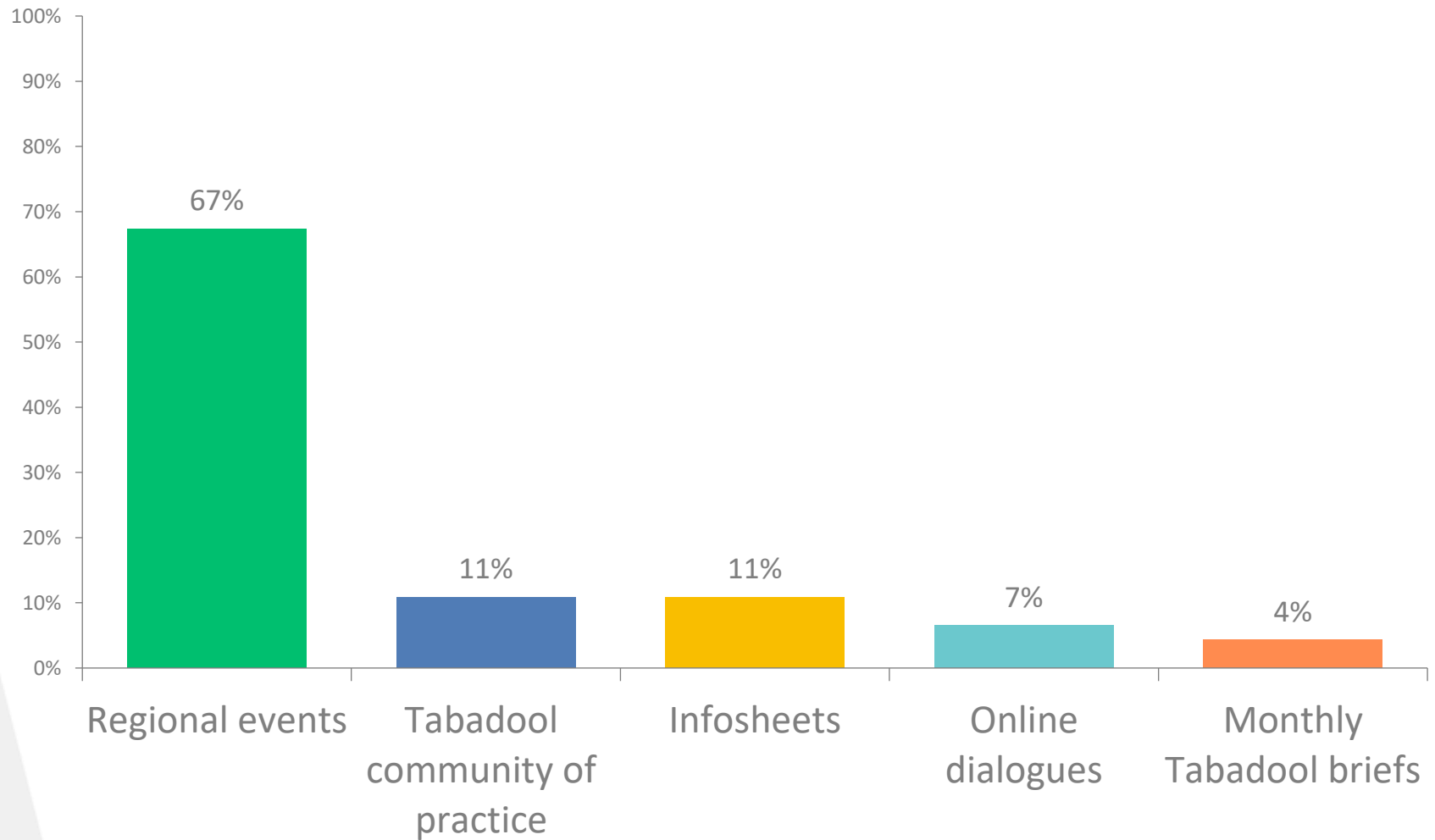
# Highest value-added activities on A2F



# Highest value-added activities on internationalisation



# Highest value-added overall



## Statements you mostly agreed with:

Mobilisation of experts **sharing international practices, tools** and supporting the dialogue **technically** proved valuable.

Such a Programme supporting **dialogue and peer-to-peer exchange at regional level** is relevant to contribute to the business environment improvement in the region.

Such a Programme is important to build efficiently the capacities of the policy makers and regulators on **new/emerging topics**.

## Statement you least agreed with:

The Programme's approach facilitated the **alignment of activities with national priorities**



# TESTIMONIALS

## SHARING EXPERIENCE

*Sharing experience and challenges and how these challenges have been approached.*



## DIALOGUE

*Gathering relevant institutions at regional level for peer learning and expertise in specific topics*



**What do you appreciate most about the MED MSMEs programme?**

## INNOVATION

*It's a forum to explore potential opportunities on the country level, putting together different regional stakeholders to discover mutual interest and a source for update and accumulation.*



## QUALITY

*I was impressed by the high level of participants and the quality of the contribution*



# Looking ahead...



# Highest MSME policy priorities in the coming years for your country

SBA dimension	%
Access to finance for MSMEs	26%
Digitalisation of MSMEs and public services provided to them	22%
Internationalisation of MSMEs	15%
Institutional and regulatory framework for MSME policymaking	13%
Support services for MSMEs and public procurement	9%
Entrepreneurial learning and women's entrepreneurship	4%
Operational environment for MSMEs (infrastructure, public services)	4%
MSMEs in a green economy	4%
Enterprise skills and innovation policy	2%
Standards and technical regulations	0%



# Key activities for future regional programs

(ranked from 1 as least important to 5 as most important)

Activity	Score
Involving bilateral programmes and drawing their attention to inspire new initiatives	4.22
Supporting regional event allowing peers to exchange in person	4.22
Mobilizing and convening relevant stakeholders to contribute to the regional platform	4.11
Organizing study tours in Europe to meet EU counterparts	4.04
Identifying and disseminating tools that could be operationalized quickly at national level	4.02
Identifying, alerting and disseminating technical information on new topics	4.00
Supporting the Tabadool community of practice	3.87

# Conclusions

1. A closer alignment with national priorities is needed  
-> involve SBACs in formulation of the next regional programmes
2. In-person regional events are by far the most valued aspect of such a programme -> maintain robust budgets for events and communications
3. Three key MSME policy priority areas:
  - Access to finance for MSMEs
  - Digitalisation of SMEs and public services
  - Internationalisation of SMEs

